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CABLE ADDRESS

MACPENN-NEW YORK
STANDARD CODES

MCHUTCHISON & CO.

IMPORTERS & DISTRIBUTORS FOR

FLORISTS - NURSERYMEN - SEEDSMEN

95 CHAMBERS STREET

WHOLESALE ONLY

JAMES MCHUTCHISON, PRESIDENT
J EDGAR MCHUTCHISON, VICE PRES
W E. MICHEL, SECRETARY
M J BERKERY, TREASURER

Mr. M. R. Newman,

NEW YORK

January 16th, 1930.

Washington, D. C.

Dear Sir:-

THE BUYER AND SELLER AGREES THAT THE SELLER GIVES NO WARRANTY, EXPRESS OR IMPLIED, AS TO THE PRODUCTIVENESS OF THE STOCK HEREBY OFFERED, AND ITS PERSISTENCE FOR TEN DAYS AFTER RECEIPT BY THE BUYER WITHOUT COMPLAINT IN WRITING, CONSTITUTES A DEFINITE ACCEPTANCE THEREOF BY THE BUYER. ALL GROWING STOCK IS OFFERED SUBJECT TO CROP.

Since the stock market break 3 months ago our business shows an increase in sales of about 15% over the same period in 1928. The prosperity of the horticultural trade in general directly affects our sales, so we consider this increase a dependable indication of trade conditions. It confirms past history and shows you again that nothing short of a severe financial or industrial panic can seriously menace the horticultural industry. The moral is:- "Be a booster" - and don't let the calamity howlers and pessimists shake your confidence in the future. It is poor psychology to talk or think of anything but good times.

If you fail to produce the usual stocks of flowers and plants for the holidays and for your daily trade, your competitor who prepared will rake in your dollars. Certainly you cannot expect to make anything yourself without something to sell.

You can have plenty of good stock to sell later, if you buy dependable raw materials. With the general crop-shortages in bulbs - Lilies, T.R. Begonias and Gloxinias etc - prices for the finished article should advance substantially. There must be flowers for Easter, Mother's Day, Memorial Day, and every other event from funerals to weddings.

So - "Let's go", - "Faint heart ne'er won fair Lady". The demand will be there with an open pocketbook. Will you do your share to satisfy it? Will you reap the profits to which you are entitled or will Mr. Competitor get his, and yours too?

We enclose a list quoting on high-grade stock of certain specialties for immediate delivery. May we especially direct your attention to the last page and invite your inquiries for the items of exceptional value suggested for Spring shipment. Use the enclosed envelope for your orders or inquiries.

Yours truly,



IMPORTERS & DISTRIBUTORS FOR
FLORISTS-NURSEYRMYEN-SEEDSMEN
95 CHAMBERS STREET
NEW YORK

OUR SILENT
SALESMAN

January 16th, 1930.

IMMEDIATE SHIPMENT

THE BUYER AND SELLER AGREES THAT THE SELLER GIVES NO WARRANTY, EXPRESS OR IMPLIED, AS TO THE PRODUCTIVENESS OF THE STOCK HEREBY OFFERED, AND ITS RETENTION FOR TEN DAYS AFTER RECEIPT BY THE BUYER WITHOUT COMPLAINT IN WRITING, CONSTITUTES A DEFINITE ACCEPTANCE THEREOF BY THE BUYER. ALL GROWING STOCK IS OFFERED SUBJECT TO CROP.

This stock is first class in all respects. All items can be shipped at once F.O.B. New York unless stated otherwise. Prices are as low as can be quoted on such high-grade quality. Can you expect to have good finished products to sell later unless you buy dependable raw materials now - while still available?

LILY BULBS

An unexpected late shipment of Giganteum enables us to offer all sizes. The Hardies are valuable forcers by reason of the shortage of Gigs. The following discounts apply on these prices - 5 cases up 50¢ per case less, 10 cases up \$1.00 less, 25 cases up \$1.50 less - applying on single items, not total.

| | | | | | |
|------------------|--------|-----|-----------|---------|----------|
| LILIUM GIGANTEUM | 7-9 " | 300 | per case, | \$40.00 | per case |
| " " | 8-10" | 225 | " | 45.00 | " |
| " " | 9-10" | 200 | " | 48.50 | " |
| " " | 10-11" | 150 | " | 50.00 | " |
| " SINENSIS | 9-10" | 200 | " | 41.00 | " |
| " AURATUM | 8-9 " | 200 | " | 17.50 | " |
| " " | 9-11" | 150 | " | 19.00 | " |
| " " | 11-13" | 90 | " | 20.00 | " |
| " " PLATYPHYLLUM | 8-9 " | 200 | " | 23.50 | " |
| " " | 9-11" | 150 | " | 26.50 | " |
| " RUBRUM | 7-9 " | 220 | " | 27.00 | " |
| " " | 9-11" | 150 | " | 32.50 | " |
| " " | 11-13" | 90 | " | 34.00 | " |
| " MAGNIFICUM | 7-9 " | 220 | " | 27.00 | " |
| " " | 8-9 " | 200 | " | 29.50 | " |
| " " | 9-11" | 150 | " | 32.50 | " |
| " " | 11-13" | 90 | " | 34.00 | " |
| " ALBUM | 7-9 " | 220 | " | 36.00 | " |

F.O.B. New York and Chicago on Hardies. Gigs and Sinensis F.O.B. New York only.

VALLEY PIPS - new crop

| | cases of 2500 | cases of 1000 | cases of 500 |
|---|------------------|------------------|------------------|
| BERLIN TYPE, German grown, early forcers, with long light-colored roots..... | \$33.00 | \$34.00 | \$35.00 per 1000 |
| BERLIN TYPE, German grown, mid-season forcers, high-grade pips with strong shoulders.. | \$31.00 | \$32.00 | \$33.00 " |
| (Pips from cold storage will give better results than new crop up to Feb. 1st, and we can still ship a few cases of the 1928 crop packed 2500 and 1000 per case at \$35.00 and \$36.00 per 1000 respectively. Say which you want when ordering). | | | |

T.R. BEGONIA BULBS

| | | | | |
|--|---------|---------|----------|----------|
| T.R.BEGONIAS, <u>Single</u> , 1-1½" diam., | \$ 7.50 | per 100 | \$ 70.00 | per 1000 |
| " " 1½-2" " | 11.00 | " | 104.00 | " |
| " " 2" & up " | 13.50 | " | 126.50 | " |
| " <u>Double</u> , 1-1½" " | 8.25 | " | 75.00 | " |
| " " 1½-2" " | 12.00 | " | 110.00 | " |
| " " 2" & up " | 14.50 | " | 135.00 | " |

Colors:- Crimson, Scarlet, Rose or Pink, White,
Yellow or Orange, Salmon, Mixed.

In these prices you get the benefit of carload freight rates to us.
GLOXINIAs are scarce, but we still have a few - write for particulars.

F.L. CALADIUMS

Better bulbs in better varieties at low prices. They will average 1½-2½" diameter. Can ship at once or later if preferred.

| | | | | |
|-------------------------------------|---------|---------|----------|----------|
| Good assortment of named varieties, | \$14.00 | per 100 | \$130.00 | per 1000 |
| Mixed, in same varieties | 13.00 | " | 120.00 | " |

CYCLAMEN SEEDS

E. BINNEWIES STRAIN - the famous German gold medal strain, in original packages - selected and sterilized seeds. All are from the latest 1929 crop. Delivered free anywhere in the United States.

| | <u>1000</u> | <u>5000</u> | <u>25,000 up</u> |
|---|-------------|-------------|------------------|
| #1 DARK BLOOD-RED..... | \$ 8.00 | \$ 7.75 | \$ 7.50 per 1000 |
| 2 BRIGHT RED..... | 8.00 | 7.75 | 7.50 " |
| 3 PURE ROSE..... | 8.00 | 7.75 | 7.50 " |
| 4 ROSE OF MARIENTHAL, soft rose, carmine eye.. | 8.00 | 7.75 | 7.50 " |
| 5 WHITE, with carmine eye..... | 8.00 | 7.75 | 7.50 " |
| 6 PURE WHITE..... | 8.00 | 7.75 | 7.50 " |
| 7 LAVENDER..... | 9.25 | 9.00 | 8.75 " |
| 8 IMPROVED SALMON, new, extra fine..... | 11.00 | 10.50 | 10.25 " |
| 9 SALMON-SCARLET (Christmas red), extra fine.. | 12.50 | 12.00 | 11.75 " |
| 10 PERLE OF ZEHLENDORF, dark salmon, improved.. | 10.00 | 9.75 | 9.50 " |
| 11 ROSE OF ZEHLENDORF, light salmon..... | 10.00 | 9.75 | 9.50 " |
| 12 SALMON-PURPLE, novelty..... | 9.25 | 9.00 | 8.75 " |
| 13 ROCOCO TYPE, fringed, 9 colors mixed..... | 11.00 | 10.50 | 10.25 " |
| 14 MORNING RED..... | 11.50 | 11.00 | 10.75 " |
| 15 SNOW QUEEN, white..... | 11.50 | 11.00 | 10.75 " |
| 16 SAFFRON-RED, new, very fine..... | 11.00 | 10.50 | 10.25 " |
| 17 STRIATA, striped..... | 11.00 | 10.50 | 10.25 " |
| 18 BONFIRE, fiery-red..... | 13.50 | 13.00 | 12.75 " |

LILIUM REGALE

The Regal Lily (Myriophyllum). Hardy, white, free bloomer. We offer only blooming sizes. Delivery now to Spring, your option.

| | | |
|--------------------------------|-----------------|-------------------|
| Large bulbs, 4-5 inches circ., | \$11.00 per 100 | \$105.00 per 1000 |
| " 5-6 " | 15.50 " | 148.50 " |
| " 6-8 " | 27.50 " | 265.00 " |

GLADIOLI BULBS

NORTHERN GROWN. This is a selected list of the best florists varieties, in the 2 best sizes. 10,000 up less 5%.

| | <u>1 1/4" & up</u> | <u>1 1/2" & up</u> |
|--|------------------------|------------------------|
| AMERICA - pale pink, lavender tinted, fine variety | \$15.00 | \$18.00 per 1000 |
| HALLEY - orange-pink, white throat, very early | 16.50 | 19.00 " |
| LE MARECHAL FOCH - light pink, fine forcer | 16.00 | 19.00 " |
| MRS. FRANK PENDLETON - salmon-pink, scarlet blotch | 18.50 | 22.00 " |
| MRS. FRANCIS KING - brilliant pink, tall | 17.50 | 20.50 " |
| SCHWABEN - largest creamy yellow, strong spike | 20.00 | 24.00 " |
| ALICE TIPLADY - orange saffron, good early forcer | 18.00 | 21.00 " |
| PANAMA - clear pink, large spike and flower | 18.50 | 22.00 " |
| WAR - deep blood-red, long spike, fine keeper | 23.00 | 29.50 " |
| CHICAGO WHITE - very early white, violet markings | 17.00 | 22.00 " |
| MAIDENS BLUSH - early pink, fine forcer | 16.50 | 19.00 " |
| WILBRINK - wonderful lavender-pink | 16.50 | 19.00 " |
| PRINCE OF WALES - bright salmon | 18.00 | 21.50 " |
| MRS. DR. NORTON - blush pink, yellow throat | 24.00 | - " |
| PEACE - white, very large flower, tall spike | 17.50 | - " |
| VIRGINIA (Scarlet Princeps) - finest scarlet | 26.50 | 32.00 " |
| L'IMMACULEE - best pure waxy white for cutting | 26.50 | - " |
| ROSE 1910 - deep rose-pink, fine for cut flowers | 17.00 | 20.00 " |
| LOUISE - orchid lavender, dark red blotch | 24.00 | 30.00 " |
| E.J. SHAYLOR - strong, large, deep rose-pink flowers | 20.00 | - " |
| SALMON BEAUTY - early forcing salmon | 19.00 | 23.00 " |
| MRS. WATT - deep "American Beauty" shade | 20.00 | 24.50 " |
| PRIMULINUS HYBRIDS - rainbow colors | 12.50 | - " |
| HERADA - pure mauve, large spikes | 18.00 | 21.00 " |
| EVELYN KIRTLAND - rose-pink, with darker throat | 23.00 | 28.50 " |
| HELEN FRANKLIN - pure white, violet striped, ruffled | 15.00 | 17.50 " |
| YELLOW HAMMER - pure yellow | 25.00 | 30.00 " |
| SOUVENIR - best forcing yellow | - | 28.50 " |
| CRIMSON GLOW - bright crimson | 19.00 | 23.00 " |
| GOLDEN MEASURE - fine tall yellow | 30.00 | 37.50 " |
| MIXED - all colors, selected stock | 12.00 | 14.00 " |

All prices are understood packed and F.O.B. cars New York unless stated otherwise. Orders for 250 up of single items booked at 1000 prices. Terms 60 days net, less 2% cash within 10 days of invoice date. All stock offered subject to prior sale.

SPRING SHIPMENT SPECIALTIES

The following items we handle each Spring in large volume. Prices are ready now on most of them - all high-grade stock from our own dependable connections.

SANSEVIERIA LAURENTII in 3 best sizes, bare roots. Generously graded, packed carefully and priced right.

FICUS ELASTICA mossed rooted cuttings, 250 per case. Also limited number of 3" and 4" pot-grown.

PANDANUS VEITCHII unrooted suckers in 3 best sizes. Bottom heat roots these very quickly.

BEGONIA MELIOR and the much improved sport LADY MAC, from leaf cuttings, small sizes for growing on.

ASPIDISTRAS, GREEN, established in pots. Low prices - we can now offer these in carload lots.

DRACAENA CANES. We offer the 30 best commercial varieties. Cultural directions on request.

HYDRANGEAS. All of the newest and best German and French and Dutch varieties for lining out for Fall potting.

GRAFTED ROSES for greenhouse forcing, 2½" in the most popular market varieties.

GRAFTED EVERGREENS. Only the better varieties, shipped in paper-pots for lining out and growing on.

Also offered in season:- DUTCH BULBS, LILIUM CANDIDUM, PALM SEEDS, PAPERWHITES, DAFFODILS, FORCING IRIS, FERNS IN FLATS, AZALEAS, BOXWOOD, etc. etc.

We welcome inquiries on any of the above items from responsible growers and will be glad to quote prices and give full details if you will state the varieties and the approximate quantities you may require.

McHUTCHISON & CO.

